Unlocking SAP Data for AWS-Driven AI and Analytics

A unified approach from Denodo and AWS simplifies access, strengthens data governance, and accelerates business outcomes

Organizations are investing heavily in AWS to power analytics, AI, and application innovation. At the same time, much of their most critical business data still resides in SAP systems, supporting finance, supply chain, order management, and other core operations.

However, SAP data is often difficult to access, fragmented across systems, and disconnected from the broader enterprise data landscape. In practice, this slows down AWS initiatives and creates ongoing integration efforts that teams have to work around.

Denodo and AWS address this challenge by enabling a unified, governed data foundation that simplifies access to SAP and enterprise-wide data while delivering live operational context across distributed systems. By combining scalable services from AWS with Denodo's logical data management approach, organizations can deliver live, business-ready data to AWS services without unnecessary data movement or replication, preserving current operational context while reducing data integration overhead.

This enables teams to accelerate innovation, improve decision-making, and fully leverage SAP data within the AWS ecosystem.

The Business Challenge

AWS users are under increasing pressure to deliver business value from analytics and AI initiatives. Whether building machine learning (ML) models, deploying generative AI (GenAI) applications, or enabling self-service analytics, success depends on access to complete, trusted, timely data.

Many organizations have already centralized large portions of their data into AWS using services such as data lakes, lakehouses, and managed analytics platforms. Yet much of their most critical operational data still remains locked inside SAP systems.

SAP environments are inherently complex. Data is distributed across multiple systems and versions, shaped by years of customization, and often exposed through specialized interfaces. At the same time, other critical data lives outside SAP in CRM platforms, SaaS applications, and operational systems.

This creates a fundamental disconnect:

- AWS services operate on partial, replicated, or stale operational data.
- Data pipelines introduce latency and increase cost.
- Business definitions vary across SAP and non-SAP systems.
- Data in AWS often lacks direct, current context from SAP and other operational systems.
- Governance policies are difficult to enforce consistently across distributed data sources.
- Data teams spend more time integrating data than they do enabling innovation.

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Over time, teams start to feel this in practical ways. Projects take longer to deliver, data has to be reworked for each use case, and AI efforts struggle to move beyond early pilots.

As a result, AI and analytics initiatives are delayed, insights are incomplete, and organizations struggle to scale beyond initial use cases.

Why Traditional Approaches Fall Short

Many organizations attempt to bridge SAP and AWS through data replication, extract, transform, and load (ETL) pipelines, or point-to-point integrations. Even in environments where AWS has become the central data platform, these approaches are still being used to bring SAP data into AWS. While these approaches can provide access, they introduce significant trade-offs.

Batch-oriented pipelines limit real-time decision-making. Data movement increases infrastructure and engineering costs. Point integrations do not scale as new use cases emerge. And as data is copied and transformed across systems, business meaning becomes inconsistent and governance fragmented.

As more data is moved into AWS, business stakeholders expect that this environment becomes the single source for analytics and AI. In practice, however, keeping that data current and consistent with SAP and other operational systems requires ongoing pipeline maintenance and logic duplication.

Even with improvements in how SAP exposes data, access remains largely confined to the SAP environment itself. Organizations are still left to connect SAP with the rest of their data landscape, often duplicating effort across teams and use cases.

These approaches were designed for traditional analytics, not for environments where AI systems must continuously access and act on distributed, business-critical data. What works for periodic reporting tends to break down when AI systems and applications require continuous, governed access to live business data across systems.

The Solution: A Unified Data Foundation for SAP and AWS

Denodo and AWS provide a unified approach that simplifies access to SAP and other enterprise data while preserving flexibility and control.

Denodo acts as a logical data layer that connects SAP systems, AWS data services, cloud platforms, and enterprise applications to deliver live, governed data across the enterprise.

With this approach:

- SAP data remains in place but is accessible outside of SAP in real time.
- Data from AWS, SAP, CRM, and other systems is unified into a single access layer.
- Business definitions are standardized through a shared semantic layer, with consistent business context across systems.
- Data governance policies are enforced consistently across all live data access.
- Data is delivered as reusable, governed data products for analytics, applications, and AI workloads.

These benefits enable AWS users to work with complete, current, and trusted data without the cost and complexity of building and maintaining pipelines. It also gives teams a consistent starting point, so new use cases do not require rebuilding the same data logic each time.

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Enabling AWS Services with Trusted SAP and Enterprise Data

By simplifying access to SAP and enterprise data, Denodo enhances the value of key AWS services:

AMAZON SAGEMAKER

Data scientists can directly access AWS, SAP, and other enterprise data from within SageMaker environments, reducing time spent on data preparation. With richer, cross-system context, models are more accurate and better aligned with real business conditions across SAP and enterprise systems.

AMAZON QUICKSIGHT

Business users gain access to live dashboards that combine SAP and non-SAP data with data already curated in AWS, with consistent definitions. This aligns KPIs across the organization and reduces the need to create and maintain multiple datasets.

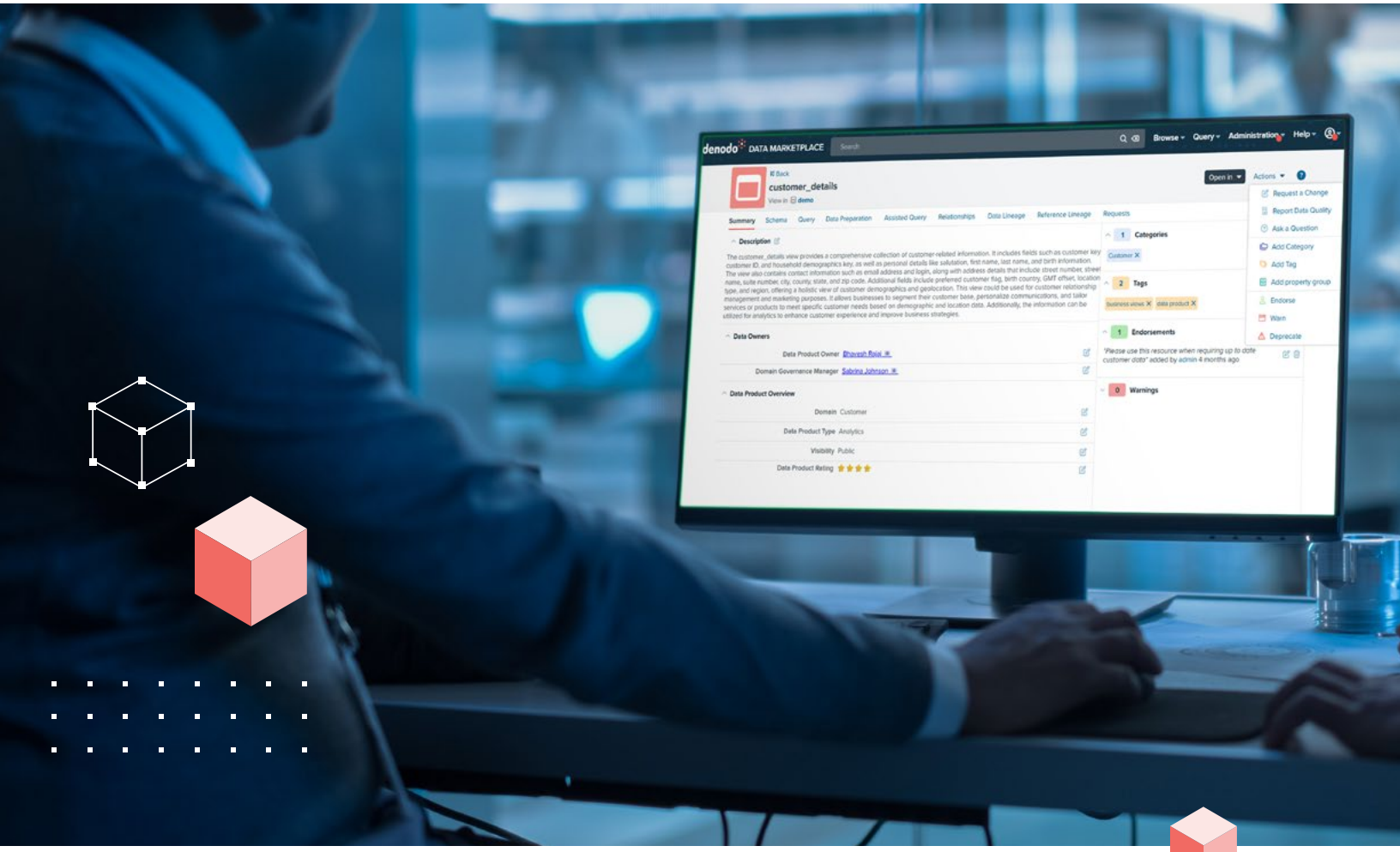
AMAZON BEDROCK

GenAI applications and AI agents require access to trusted, up-to-date data. Denodo provides governed, real-time access to SAP and enterprise data, complementing existing AWS data sources, improving the accuracy of responses, and reducing hallucinations by grounding AI in trusted, real-time business context.

AWS APPLICATION AND DATA SERVICES

Developers and data teams can access SAP and enterprise data through standardized interfaces, enabling applications, APIs, and data services to operate on governed, real-time operational information without custom integration logic, whether the data resides in AWS or external systems like SAP.

Across the AWS ecosystem, this approach transforms SAP from a siloed system of record into an active, governed source of live operational context for modern data and AI workflows.



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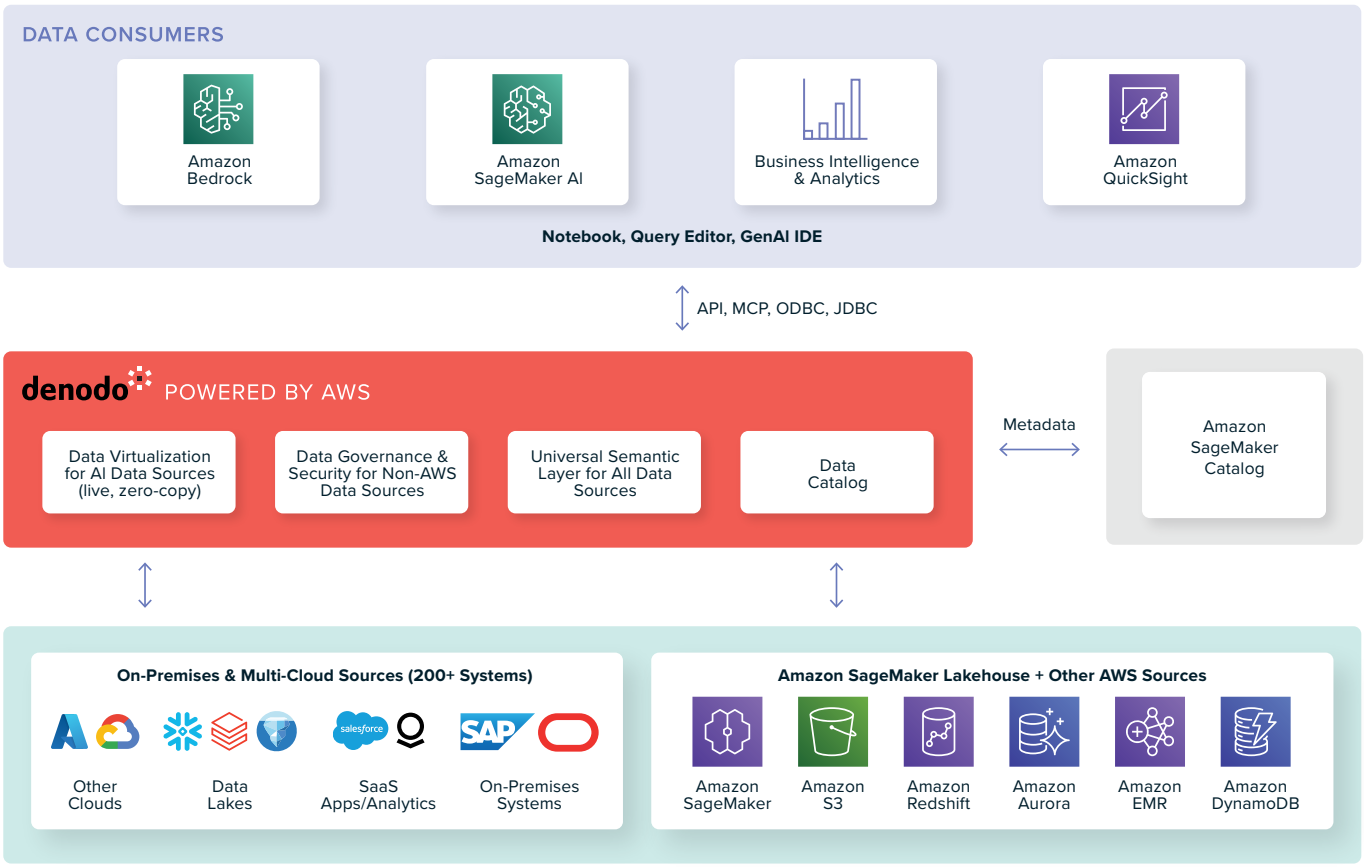
How It Works

Organizations can take a practical, scalable approach to simplifying SAP data access for AWS:



- Connect SAP systems alongside AWS data services and other enterprise data sources through a unified access layer.
- Standardize business definitions and relationships across all data sources.
- Consistently apply centralized governance policies across live access environments.
- Deliver data as reusable, business-ready data products.
- Provide consistent access to AWS services through SQL, APIs, and AI integrations.

This approach separates data access, semantics, and governance from individual use cases, enabling faster development and more consistent outcomes across analytics and AI initiatives.

Business Outcomes and Value

A unified, governed data foundation enables organizations to:

- Accelerate time-to-value for AWS-based analytics and AI initiatives
- Improve the accuracy and trust of data-driven decisions
- Reduce cost and complexity by minimizing data movement
- Simplify governance across SAP, AWS, and other enterprise data environments
- Enable self-service access to trusted data, for both business and technical users
- Scale AI and analytics use cases without increasing data integration complexity or governance fragmentation

In many cases, the biggest advantage is not speed but consistency. Teams spend less time resolving differences in data and more time using it.

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A Better Approach to Enterprise Data Access

Organizations have invested in both SAP and AWS to drive their business forward. But without a unified approach to data access, they are left bridging the gap between systems, introducing complexity, cost, and risk.

Denodo and AWS provide a better way.

By unifying access to AWS, SAP, and other enterprise data, applying consistent semantics, and enforcing centralized governance, organizations can eliminate the need to stitch systems together and enable AWS services to operate on complete, trusted, real-time business context.

The result is a modern data foundation that supports real-time decision-making, accelerates AI innovation, and turns data into a strategic advantage.

Take the Next Step

Organizations that succeed with analytics and AI start by strengthening their data foundation.

Denodo and AWS make it possible to simplify access to SAP and enterprise data, apply consistent governance, and deliver trusted, business-ready data across the enterprise.

To get started:

CUSTOMER SPOTLIGHT: UNLOCKING SAP DATA FOR AWS-DRIVEN INSIGHTS

A global automotive supplier struggled to make SAP and enterprise data usable within its AWS environment, relying on complex extraction processes that delayed analysis and limited visibility across operations.

With Denodo, the company unified SAP and non-SAP data into a single, governed, operational layer, enabling real-time access across AWS without replication. This enabled teams to combine procurement and logistics data, uncover cost-saving opportunities, and improve delivery performance.

By simplifying access and reducing integration overhead, the organization shifted from manual, siloed processes to a scalable, data-driven model — unlocking the full value of SAP data within AWS.

Learn More ››

REQUEST A TAILORED DEMO OR WORKSHOP

Explore how to unify SAP and AWS data for your highest-value use cases.

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Experience unified data access across your environment.

Unified data is why AWS and Denodo are better together

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